

McKinney Main Street

aka McKinney Downtown Business Re-Development Board

SEPTEMBER 8, 2016

The McKinney Downtown Business Re-Development Board of the City of McKinney, Texas met in regular session at the McKinney Performing Arts Center, Encore Wire Room, 111 N. Tennessee Street, McKinney, Texas on September 8, 2016 at 8:30 a.m.

Chairwoman Jan Elwell called to order the meeting of the McKinney Downtown Business Re-Development Board at 8:32 a.m. Board members present: Jan Elwell, Alex Lanio, Jolie Williams, Amber Gutschlag, Kaci Lyford, Robert Hamilton and Ric Anderson.

Absent: Rebecca Drekman, Edna Brown.

Main Street staff present: McKinney Main Street Director Amy Rosenthal, McKinney Main Street Program Coordinator Aaron Werner, MPAC Marketing Coordinator Jakia Dudley-Faine, McKinney Special Events Coordinator Geoff Fairchild and MPAC/Main Street Executive Assistant Belinda Kennedy.

Guests: City of McKinney Assistant City Manager Barry Shelton, City of McKinney Marketing and Development Coordinator Michelle Feldker, Rick Glew and Courtney Ward.

16-899 City Liaison Report

Mr. Shelton updated the Board on the 9-acre development. The start date has been pushed back until January, which is good news for downtown parking, and the original plan was not well received so there is an open house on September 15 at the Council Chambers to modify the plan. The city is still working on the plan to increase parking with two additional lots, the Wysong lot and a lot that will be leased from the Methodist Church that will add 90-100 spots each.

16-900 Director's Report

Ms. Rosenthal welcomed Courtney Ward from Cadence Cyclery to the meeting. Ms. Ward will be joining the Main Street board as a member

starting in October. Ms. Rosenthal shared the information concerning the memorial service for Richard Brown, husband of board member Edna Brown, and expressed condolences from the board and city leaders. Ms. Rosenthal informed the board of the board meeting dates for the 2016-2017 year. The three meetings remaining for 2016 are October 13, November 10 and December 8. The 2017 meeting dates are January 12, February 9, March 9, April 13, May 11, June 8, July 13, August 10, and September 14. At the next meeting, the City Secretary will administer the oaths of office to new Board members. Open Government Training for newly appointed Board and Commission members will be on September 22 at 6:00 p.m. in the Council Chambers. SugarBacon is offering an Oktoberfest dinner special on Tuesdays and Thursdays through September and all Oktoberfest weekend, \$30 dinner and 10% of the proceeds will be donated to McKinney Main Street.

16-901 Minutes of the Main Street Board Meeting of August 11, 2016

Board members unanimously approved the motion by Board member Amber Gutschlag, seconded by Board member Robert Hamilton, to approve the Minutes of the Main Street Board Meeting of August 11, 2016.

16-902 Consider/Discuss/Act on Financial Reports

Board members unanimously approved the motion by Board member Robert Hamilton, seconded by Board member Kaci Lyford, to approve the presented financial reports.

16-903 Consider/Discuss/Act on Main Street Reserve Funding Policy

Board members unanimously approved the motion by Board member Ric Anderson, seconded by Board member Kaci Lyford, to approve the Main Street Reserve Funding Policy. Ric Anderson made the motion to set up the Main Street Reserve account with parameters outlined by the subcommittee.

16-904 Discuss Main Street Marketing

Mr. Anderson researched the Main Street America top 10 cities and presented to the Board a summary of their websites. All have independent websites, separate from the city websites. The top five have products, main street merchandise, downtown gift cards or discount cards. The Board discussed and recommended to form a sub-committee to research website options.

16-905 Discuss Upcoming Events

Ms. Rosenthal updated the Board on Oktoberfest planning. We still need more volunteers, entertainment schedules are set, and the event map is being finalized. New for this year is the stein holding contest and races and the Bavarian experience tent. Downtown businesses can choose to take tickets and will be included in ticket redemption at 10% rate. We have hired a carnival inspector to make sure all the rides are safe and set up correctly.

Chairwoman Elwell adjourned the meeting at 10:08 a.m.

JAN ELWELL
Chair